



Press release:

## Wolford 'Pure': comfortable everyday companions

- Innovative processing technologies have resulted in thin and smooth edges in the 'Pure' range
- Timeless, beautiful designs made from high-quality, easy-care materials.
- Attractive introductory prices



Bregenz, 9 April 2014 – In the Basic range from Wolford you'll find timeless, beautiful designs which are not just suitable for everyday use, all year round, but are also comfortable and easy to care for. **The 'Pure' range is new for the summer 2014 collection. Innovative technology has enabled us to create bonded edges which offer an especially smooth finish.**

A perfect balance of design, functionality and price is reflected in the high-quality tops of the 'Pure' range in the summer 2014 collection. The highlight: the top, pullover and shirt are made from a special, extremely soft viscose material, which flatters the wearer beautifully.

These items also stand out due to their open, ladder-proof, trimmed selvedge finish on the sleeves and hem. The pure look is highlighted with thin and smooth edges at the neckline and shoulders, as these are specially bonded, meaning that bulky seams are a thing of the past.

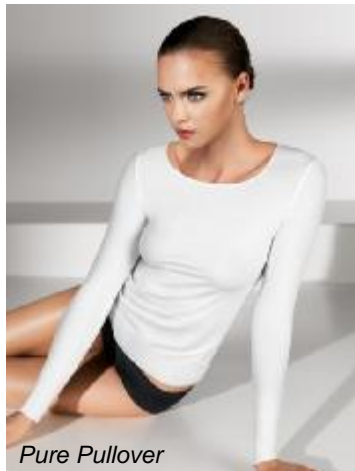
Whether worn under a jumper, blazer, cardigan or on their own, the 'Pure' models are always an ideal companion, all year round.



**Easy to care for, a wide range of colours and an attractive introductory price**



These styles not only embody an appealing, modern style, but they can also be washed with ease.



They come in a wide range of seasonal trend colours alongside classic black and white, so you can really show off this style.

The attractive introductory price is another reason to (re)discover the world of Wolford with the 'Pure' series.

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**Photo downloads:**

Pure Top: <http://service.wolford.com/download/press/essentials/59780.zip>

Pure Pullover: <http://service.wolford.com/download/press/essentials/59782.zip>

Pure Shirt: <http://service.wolford.com/download/press/essentials/59781.zip>

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**About Wolford Aktiengesellschaft**

Wolford AG, headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its Legwear, Ready-to-wear, Lingerie, Swimwear, Accessories and Trading Goods product segments in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012–April 30, 2013), and has about 1,600 employees. Since its founding in 1950, Wolford has evolved from a local producer of pantyhose to a global fashion brand in the segment of affordable luxury products. [www.wolford.com](http://www.wolford.com)





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